

# Ep #387: 3 Identities, 3 Pivotal Moments that Transformed My Career (LIVE STREAM REPLAY)



## Full Episode Transcript

With Your Host

**Stacey Boehman**

[Make Money as a Life Coach®](#), a podcast with Stacey Boehman

## **Ep #387: 3 Identities, 3 Pivotal Moments that Transformed My Career (LIVE STREAM REPLAY)**

Welcome to the *Make Money as a Life Coach*® podcast where sales expert and Master Coach Stacey Boehman teaches you how to make your first \$2k, \$20k, and \$200k using her proven formula.

Hi. I am so excited to be here. Hopefully, I am able to do this live stream from where I am. It's a very lovely day in Kentucky, but I feel like at any given moment, one of my neighbors is always mowing. Always, 24/7, someone's out mowing. So hopefully I'm able to deliver this.

First of all, if you have never met me and you have somehow found this live stream because people have commented or sent it to you and thought maybe you needed to hear it too, my name is Stacey Boehman. I am a Master Certified Business Coach. I hail from The Life Coach School. I live in Louisville, Kentucky, which is so bananas, but I'm just like a Midwest girl at heart. That's what it is. It doesn't make sense for my business personality, I feel like, to be living in Louisville, Kentucky, and yet, I am a Midwest girl at heart. And I have been helping coaches make money for the last nine years, I think. It's crazy. I've been in business for 11 years. So maybe it's eight years. I can't remember.

Since 2018, I have been helping life coaches make money as my only job. All of my containers have been income containers. So I help you make your first 2k in my 2k for 2k. I help you make your first 200k or your next 200k or 200k in a month in my 200k Mastermind. And I also have a program called The 2 Million Dollar Group. I'm not currently running it right now, but I've done that for years and years, helping people make their first two million dollars.

And now I also currently help coaches become better entrepreneurs and manage the load of entrepreneurship better in their mind and in their energy, because I always tell my, in my containers, I've been saying this for years and years, that if you want to grow, what's required is more energy. Period. It's not always more output, but it is more energy. More energy to think about the growth, more energy to put towards the growth. You can't

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be run down by the business you have and then also want to make more money.

And you have to have a really good relationship with entrepreneurship, a really good relationship with growth and all of the parts of the job of entrepreneurship in order to do it really well. And this conversation is going to be part of that.

So I launched a membership called the Entrepreneur Coach Membership, and it's really helping people become better entrepreneur coaches, better coaches who are entrepreneurs. Have a better relationship, operate better within it, have more energy, have more better days that have higher output and higher quality work, and everything that encompasses.

So things that we've done in this membership are Capacity Work. I started this membership actually as a series called The Entrepreneur Series, and I released something called Served, where we really, I helped people get into service connection energy and tap into that constantly while they're doing the entrepreneur things that sometimes make them forget about why they got into business. And we've challenged capacity, intellectual, emotional, and physical capacity as an entrepreneur, developing more energy, tapping into more energy.

We have done Alive in The Entrepreneur Series, which is really coming alive to every challenge and every obstacle instead of constantly saying, why is this happening to me? Why does this always happen to me? Life is always getting in the way. Learning how to triumph over it while you're doing all the entrepreneur things.

And then after I launched the membership, we did Balance. And Balance was all about creating homeostasis within you, even in imbalanced times, but also creating an "and life" because coaches get into business in order to live, but then entrepreneurship kind of crushes them. And so they can't figure out, how do I live my biggest, boldest life and also really create a lot of money and something I'm really proud of and generational money.

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And then we are now in Creating New Beliefs, where I'm really helping them through my process called Intentional Thought Creation, develop rapid new belief that actually sticks.

And then alongside all of this, we have months where we focus on identity work. And it's called The Identity Series, and I believe as entrepreneurs and coaches, there are a lot of identities that we're carrying all at the same time. So I started with the entrepreneur identity, the coach identity, and the leader identity.

And that brings us to where we are now. In May, we are currently open and we're going to be covering three new identities. And I wanted to talk about how those identities impacted my business and they really were pivotal, career-changing moments that I know if you worked on these identities, they would also dramatically impact your relationship with identity work, your relationship in your business, your selling, how you feel day-to-day in your business, like everything changes when your identity changes.

All right, let's dive in. So there are three life-changing, career-changing moments that I had in my business. And the first one was the moment that I decided to bring my husband home from, he was my fiancé at the time, but we decided to retire him. This was before we had kids. The year he actually retired was the year I made \$2.5 million. It was after the year I made \$860,000. So I was actively scaling. He retired in June. I know specifically because we went immediately on a six-week road trip across the country with my dog, Bear, who has since passed.

And God, every time I say that, I get emotional. And one of the reasons he retired is because I wanted to be able to travel a lot. That is part of my "and life" is I wanted to make a lot of money. I wanted to help people. I wanted to help coaches make a lot of money with life coaching. I got into this to be and started as a life coach. So I wanted to help people with their brain and their emotions. So I wanted to serve, I wanted to make a lot of money, and I wanted to travel.

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I used to be a nomad. I just traveled the country with my sales job for three years with my stuff in storage. And then had an apartment, but barely lived there for another three years. So I have this nomadic energy about me where I like to travel a lot.

And so I was making a lot of money. \$2.5 million is a lot of money. I had made a million cash that June when he retired. And the amount of money he was making in his medical device sales, is that what it's called? We wouldn't have noticed that amount of money that he was making. And so we decided to retire him, but it's a big decision to retire your spouse. And here's why. When you retire your spouse or you become the main income earner, the highest earner, you become the breadwinner. And the breadwinner comes with a certain level of responsibility and a certain level of pressure.

Now, how you handle that pressure is very different. Some people do it really well and some people don't. But that is what happens when you decide to become the sole earner. And as women, especially, there's something that happens when you decide to become the breadwinner because for most women that I coach on a daily basis, they have not historically, the women in their families might be the decision-makers.

If you're like the women in my family, you might be the ones that wear the, quote unquote, pants, but you haven't necessarily maybe been the breadwinner. Women have not generationally been the one to bring in the dough, to win the bread, as I call it. It's typically the men that are out there winning the bread.

Fun fact, though, I will tell you, if you are ever channeling lion energy, apparently lions, the men stay home and protect the cubs and the women go out and hunt. So if you are a woman breadwinner, you are a lioness. You are just doing the lion's job. You are the queen of the jungle, doing the queen of the jungle's, is that what they call it? King of the jungles. You are

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doing the queen of the jungle's work by going out and winning the bread, just so you know. I think that is a very interesting fact.

Men tend to be very emasculated, sometimes by, not all men, if you are already breadwinning or maybe you already have a husband that's like, hell yeah, I definitely want to retire and come home, then maybe he's already comfortable being the lion who stays home and takes care of the cubs.

Fun, fun fact. Okay. So there is a lot that comes, I believe, emotionally with breadwinning, especially when that is not generationally been inside of you. And maybe even you have, have a lot of things that come with it, being a woman in business, managing money. There's a lot of other things that come along with breadwinning and fear of being irresponsible and fear of managing lots of money and fear of every decision coming down to you and making the wrong decision. There's a lot of things that come with breadwinning, but the thing that comes up the most for my clients is the pressure.

So this was a pivotal moment for me to bring my husband home from his job permanently. Like I knew I'm taking on this responsibility now indefinitely. Like if he steps away, it could be hard for him to come back and we don't want him to come back. So I am going to take this on now, indefinitely. Like for our lives, I'm going to be the one that works and he will not work. He will not be, he will be retired.

And this was really before we had kids and we understood what it would be like to also like have a primary parent home with our children. We were, I think he was home for three years maybe before we had kids. So for me, I was like really understanding I'm going to work and he's not. He's going to be retired.

And I made a lot of decisions in that moment and got really clear in my brain about what that meant. And I'm going to share a lot of these in the month of May in the membership, a lot of my thoughts and a lot of our decision-making process.

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We're even going to do a live Q&A together so that people can ask him questions about how he thought about it and how he still manages it and the way that he still feels very important and purposeful in his life and isn't emasculated by my powerful female lioness energy and how he holds that so well. So we're going to have a Q&A about all the things, investing and him not being the one that can control that, all of the things.

So here's the thing that the decision I made that I think was, changed everything for me. And I have coached thousands of coaches on this. I decided if I'm bringing my husband home, I am going to learn to hold the pressure of being the breadwinner. I can't be resentful about being the breadwinner. I can't be fearful about being the breadwinner. I can't be jealous of being the breadwinner.

And this was a challenging one once I had my children because my husband got to stay and play with them while I had to go get on coaching calls. And so that was a little bit of a tricky navigation for a while, but now I have a very strong belief system and mindset around that supports me and I love it. I really love it. I don't feel any resentment whatsoever.

But that is a really powerful thought to have is that I'm going to manage the pressure. I'm going to hold it. I'm going to be great at it. It's not going to tear me down regardless of our, tricky financial situations, investments that maybe go wrong, all of the things that could possibly happen, unexpected expenses that I'm going to hold, hardships for myself that I'm going to hold while I breadwin. I am going to decide that I am the breadwinner and I can hold the pressure. I can handle the pressure.

And then from that moment, that's my work. I'm going to be holding this pressure. I'm going to be managing this pressure. If you run a business, you have to develop the skill of being able to hold pressure. Hold pressure in your launches, hold pressure for your yearly revenue goal, hold pressure for the expenses that you're holding.

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Like, at one point, my business was running at around \$600,000 a month in expenses. So over \$6 million of expenses. I think it was like actually seven something. Whatever the math of that is, I'm so terrible at math.

I have held the pressure of 14 employees. I've held the pressure of multimillions of dollars in business expenses. I have held the pressure of live events that cost \$600,000 to produce. I have held a lot of pressure in my career. And the more pressure I'm able to hold, the more money I make. So what I have found is that women in business, if they want to make a lot of money, they have to get really good at holding that. Literally holding it in your hands, holding it in your body, having it in your body.

Yes, you can do really great at deciding there is no pressure, but what I have found over 11 years in business is there's going to be pressure and you just have to get really good at holding it. If you are a breadwinner and you want your marriage to be not a fight all the time, there's so many benefits to being able to hold the pressure.

But many of you are not even breadwinners yet and you want to be a breadwinner. And the way to become the breadwinner, to ever create a business that would let you win the bread and bring your spouse home, the way you would do that is you have to be able to hold the pressure of being maybe a stay-at-home mom and running a business and running the household and building the business. Maybe it's your working full-time and you have kids at home and you want to build the business. There's a lot of pressure involved with that.

Like when you have, I have never, listen, I am working on recording a video. It's in my mind now to tell all the mamas how proud I am of all of you and how much I love you, because my husband, in January, hurt himself and he hasn't been able to hold our infant daughter and our toddler son since January. Like he can't hold her for even a second. His arm is broken in two places and they had to repair that and his labrum was torn 100% off the bone. So he's had surgery and he's in a sling and it'll be like June or

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July before he can hold our children, and he hasn't been able to drive until this week.

So I've been doing all of the pickups, all of the drop-offs, all of the extracurricular activities, the swim lessons, the speech lessons, the toddler parties, I've been doing all of the things and running the business and managing the household. The pressure. And I just added a \$2 million revenue stream to my business while all of this was happening.

That is pressure management. I'm going to be teaching that in the membership. It has changed my entire career and the confidence I feel, the calm that I feel, the way I'm able to engage with my life. People who don't know how to manage the pressure, it's like they can't ever stop. I go on vacations without my laptop. I stop work and I go take care of my kids and I'm not staying up late at night working. I have really great boundaries and I really believe all of that is from my decision to learn how to manage the pressure well.

If I'm going to breadwin, the pressure is always going to be there. I'm going to learn to manage it well. I'm going to create a really rock-solid belief system around managing it that allows me to do that and hold it as if it's the most natural part of me. I want that for every woman ever. And I want you guys to make a lot of money while doing it.

Okay. So that was the first defining moment for me. It really changed my relationship with my business, my spouse, and the way that I hold the entire business up. Okay.

So the second most powerful, pivotal moment that I think happened in my entire career is I remember my coach, Brooke Castillo, introduced this idea of being a thought leader. And I remember very vividly thinking, I'm not a thought leader. Like I follow thought leaders. Other thought leaders are out there in the world. I'm not the thought leader, okay?

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I remember the moment I was in the shower and I had the belief, what if I was a thought leader right now with the audience size that I have, with the money that I've made, with the experience that I have, with what's in my brain, with my ideas, my original ones, not other people's, my original ones. What if I was a thought leader? It hit me in the shower. Like, what would be different if I believed I was a thought leader? How would I show up? What would I do? I just started thinking about it all the time.

If I believed I was a thought leader, one of the things that happened is I started taking myself and my ideas a lot more seriously. I also started being willing to offer my thoughts to the world. And at the time, I felt like a lot of them were very controversial, taboo, polarizing. And I am a person that never intends to be polarizing.

Now, sometimes I am because I have a sassy attitude about me and I have very strong opinions and I will fight really hard for them and sometimes I feel awkward in social environments, including live streams like this. And so for all of these reasons, sometimes I don't articulate well what I mean or I say something that I know is going to be triggering, but also I believe it's true and I want to help people. And so I say it for the people who hear it for how it's meant to be and take it and move forward with it.

But I had a lot of hard, a really hard time with this in the beginning. Now, a lot of the things that I teach have been very normalized, but in the beginning, I felt like everything I was offering was very contrary to everything I had seen in the world. And I felt like I had really clear reasons why it wasn't working for a lot of people and also not a desire to like fight against people doing it differently than me.

And so when I decided to become a thought leader, I really thought about how am I going to show up in the world and what is the space I'm going to hold for me being different and me offering different things and people maybe not receiving that well and people receiving it well. Like, can I show up and be original and just tell my ideas and let the cards fall as they may?

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This really changed my visibility. It changed my contribution. I started showing up a lot more and offering a lot more. And within a year's time, I actually won, there was awards at the time for every time The Life Coach School did a mastermind where all of the coaches could come together every year to share ideas and talk about business.

They actually had awards every year and I won a year later after really embodying this identity, Best Content Creator in the entire school. I still have this award on my bookshelf in my office to this day. It's one of the most meaningful things I've ever received besides the Most Improved Player award, which I also won. I've won two awards at the school, Most Improved Player and Best Content of the Year.

God, I'm emotional thinking about that. But that was from relentless identity work on I am a thought leader. There's something, I believe Tony Robbins talks about this. We all have a fundamental desire to connect with other humans and contribute to them. And there's something about knowing that your content contributed that deeply to a group of people that they awarded you with best content. Like that blows my mind.

And my podcast to this day creates so much money for me and makes so much money in my business because I'm willing to push the limits and say the things and my Instagram has been getting a lot of traction recently because I have been coming on and saying what's on my mind and offering things and saying, this is how I see the world. This is my opinion on things.

And people have been telling me, like Lisa, thank you so much. "Your latest podcast changed my life again, literally. Thanks for doing the work with yourself first and showing us how." That's part of it, right? When you're a thought leader, the more you step into that, the more you will lead and people will start to see your thoughts as highly valuable, but you have to create this identity. This isn't just something that, you know, maybe it's something you stumble into, but I think it's like purposely curating it for me was really powerful.

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So that was the most, second most pivotal moment, was deciding I could also be a thought leader, that there were things in the world that I saw based on my experiences of the world mixed with everything I have learned and my take that I could offer the world ideas that were not yet there or said in the exact way that I said them and that it could change people's lives and I was going to commit to becoming that over the next year.

Okay, the third pivotal moment of my career has happened many times and in many forms, but the story I'm going to tell here that I think really matters and I'm hoping reaches someone and impacts someone actually came later in my career.

So I actually already had this identity, but it required a deepening of it. And I actually was been trying to think about when did I develop this idea and I'm not really sure. I can pinpoint times I've leaned on it, but I'm like, I don't know that it like, I can't think of the exact moment in this moment where it hit me, but I teach this idea of having the identity of being an asset, of thinking of yourself as an asset. And what would happen if you thought of yourself as an asset?

And to go further, and I have a podcast on this, Being the Asset, and also seeing your business as an asset in the beginning, in the middle, when you finally make it, like all of the versions, no matter where you're starting, you could have any of these identities: the breadwinner, the asset, the thought leader. You can have any of these at any given moment and they will help you grow into your next level.

But this one came after I had sold \$40 million of coaching, and I believed very deeply, I am the asset. I am the asset because I am the breadwinner. I am the asset because I am a thought leader. I am the asset because I am the master coach. I am an asset to my people. I'm an asset to my family. I am the asset. We must protect me. We must take care of me.

I build my life around that. I create systems and processes that help me do my job at the highest level. I take myself very seriously, but not too

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seriously. Sometimes I think we take ourselves too seriously. I don't take myself that seriously. I'm actually a little bit of a monkey and a big jokester. And I think sometimes people don't realize that because I'm so serious in my work and then I come out into the real world or I do behind the scenes and then I'm a little bit silly and it never lands. And I'm like, oh, people don't realize that they can not take me so seriously. I'm a bit of a jokester, me and my husband are always like not 100% serious. We're very silly.

Okay. So I treat myself, for the most part, very seriously when it comes to my business. I take my business very seriously as it's the asset. So people are always asking me like, well, what, you know, what should they do if like this big problem landed in their life and they're thinking of maybe should they take some time off, step away, pull back. And I always ask them, how would you handle this if you had a multimillion-dollar business? How would you handle this if you were the breadwinner? How would you handle this if you saw yourself as a thought leader? How would you handle this if you saw your business as an asset?

I have been through hell and back in the last few years personally and professionally, but because I have these identities, I have shown up when it would be so easy not to and kept the business asset alive. So this moment I want to offer, I had built an eight-figure business, sold \$40 million of coaching in a very small amount of time.

I had several brands that were eight-figure brands, one of them, my 200k Mastermind, and then I had a baby and the 200k Mastermind was a very high investment. At the time, it was \$25,000 every six months. It came with a live three-day event that I spent six months curating to deliver on stage every six months, so two live events a year. They were \$600,000 each plus an additional upwards of million dollars of room blocks that I had to have in order to get the event space that I'm also responsible for if people don't, you know, bring in the, if people don't book the rooms and they stay elsewhere or they go virtual and they decide not to come or whatever, or we don't sell the spots.

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It's a lot of pressure that I'm holding, but it was my biggest revenue stream in my business, but it was a very few, it was like a hundred clients holding up my biggest revenue stream and most of my eight-figure business.

And then I had a baby and I went through intense postpartum anxiety. I've been very open about it. I have developed mastery in my brain for coaching myself and it wasn't something I could really coach myself around. And I had a lot of people helping me manage my brain, but it was very intrusive thoughts, very assaulting thoughts, constantly. I couldn't sleep. This went on for two years, and it really made me struggle to show up, to market, to sell.

I even had a podcast on, it's called Value, Value Bank 2.0, where I talked about when times are hard, the only thing I had energy for was focusing on delivering for my clients that I currently had. Give them value. But when you're not marketing and you're not growing your business at all, you eventually will lose momentum and it will get hard to maintain that same amount of revenue with no momentum, especially when your clients, where most of your business money is being made by a small group of people.

Well, then, that I made one mistake after crossing the stage and getting a \$10 million award, I made one mistake that people decided, oh, that mistake means she doesn't care about me. And they started attacking me online constantly, consistently for two straight years. And I had no energy or no ability to fight back because I was drowning in postpartum anxiety.

And then I decided, maybe I don't even want the business, maybe I'm going to step away. And I went through this like deep, dark night of the soul and decided because I'm the asset, because I'm the breadwinner, that if I'm going to keep this business alive, because I could retire, if I'm going to keep this business alive, then we have to protect the asset.

I also almost choked to death. That's a whole other story. I had so much anxiety and so much conflict and so much stress from all of this at the same time that I literally almost choked to death. It's a story for a different

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day, but it really made me realize if I'm going to treat myself truly as the asset, I have to build a business that works for my life as it is now, being a mom and wanting to be as present with my children as I want to be, and build a business that doesn't have all of my revenue held up by a small group of people who could go online and say terrible things about me and cost me millions and millions of dollars of revenue.

In one year, I refunded almost two million dollars of my family's net worth because I also hadn't pulled my panties up and decided to say no and fight back. But again, I didn't have the energy for that.

So this is why it's so important to see yourself in these identities. There will be moments. This didn't happen for many years and millions and millions of dollars, right? So you don't need to stress about this for yourself, but it also happens in little moments of the day. We decided we have to tear the entire business down, throw all of it out, and build it back up from the beginning. And I knew I was going to be having more babies. But I believe my business is an asset. I am the asset. We have to make sure that I can feel happy and be happy and breathe and enjoy my business and be protected in my business. We have to do my business differently.

One of the things I wanted to do was make sure that the biggest part of my revenue came from the most volume of people, which is why I created a membership. I wanted to pour more into my membership, more into my 2k for 2k offer, more into my 200k Mastermind. I wanted to drop the price of my 200k Mastermind because I wanted it to be an insane overdeliver. I wanted it to be very easy for people to stay into it.

I didn't want to do live events anymore and travel. I wanted it to be completely virtual and I wanted it to be an easy no-brainer, hell yes. I wanted everything to be an easy lift. And I wanted to work with volumes of people so that if seven people, I think it was like, we added it up, and I think it was like 12 total people that created so much destruction. I'm like, I never want 12 people to be that influential in my business ever again.

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So we restructured everything. I dropped \$6 million of expenses, but this is what I really wanted to tell you because I think a lot of people would not be able to do this. You struggle with this in the beginning before your business is making money, but I've seen people collapse under this when their business is successful, too. I got to the point where we're restructuring the business, we're dropping \$6 million of expenses. I let go of a ton of, I all of my management, I let go of.

It was not working anyways. We were making customer-facing mistakes like crazy. I wasn't able to do the quality control that I wanted from my own integrity. Like what matters to, my voice was getting lost. So I let go of my huge team. I let go of all of the management. I took it all back on, restructured the business, rearranged how the money was coming in my business. And for a solid 18 months, my business was at break-even, meaning the revenue that was coming in was just matching the expenses going out.

And my salary at the time was very small. I was giving myself like a \$100,000 salary was not remotely close to being able to breadwin for my family at the level of expenses that we had been used to living at. We weren't stock-piling money, we weren't saving money.

In fact, we had just had an influx of two million dollars of our net worth go out. And every month I was working my ass off and breaking even. And in my brain, to me, like when you're not making anywhere close to your living expenses, to me it's like I'm basically working for free.

And in fact, I had one class of 200k where I had really not had a good enrollment, and I had to make the decision with my tax person. I got my tax person on the call and we realized that I was not going to make any money off an entire three-day live event and six months of work with my mastermind. And I had to make a decision, do I cancel this mastermind, or do I deliver a live three-day event and six months of coaching for free? Like, I don't get paid for my effort in any way, really.

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And I decided to run it. And I think that would have been a, I think if you lined up 10 entrepreneurs, a hundred entrepreneurs, 90 to 95% of those entrepreneurs would have said, why would I run this thing? I'm going to cancel it.

But I chose to do it because I believed the brand is an asset. I am an asset. The business is an asset. So this is the right thing to do for the brand is to show up, deliver this as if I had sold exactly the amount of spots I wanted, give it everything as if this brand will continue to be an eight-figure brand for years and years to come. I figure out what I, what didn't work about this. We're going to, I called it an unbundle. So we unbundled.

And what ended up happening is I dropped the price from \$25k to \$10k and took away the most expensive parts of the membership that were, the live event. I was offering one-on-one coaching that was included in the price. There was a lot of things that were added in that were really expensive for the company to run and that were risks that I was having and pressure that I was having to hold that I didn't want to hold anymore. So I said, I'm going to do this 100% virtual. I created something called Mastermind Week, which was what I was doing at the live event, but we just do it virtually and piece by piece instead of all at once, so that people can also go work in their day.

And I was able to make each thing like, okay, if I do ever do a live event again, it will have its own cost. And then if you still want a one-on-one coach, you can have one, but it has its own cost. And everybody gets to decide how much they invest. And it took off. And after 18 months, that program has now become one of my most profitable offers again, making me multiple millions of dollars.

Our profit now resides between 57 and 65%, which is fucking incredible. I have the business that feels like a dream. And now I get to pour my energy that I was pouring into those live events, I get to pour that into coaching my people so there are times where I'm able to like go and like we do a

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90-minute, two-hour, like we're just like, I'll keep coaching until the hands are down.

I'm able to create my courses for my Entrepreneur membership, which I've now been able to include for my Mastermind students. So they get all of that content that was never there and they're loving it.

I cannot tell you the result that I'm living in on the other side of being willing to treat my business as an ongoing asset even in the hardest of times and being willing to operate for 18 months off our savings, off of live, like we paired down how we were living, spent less in our lives in order to protect the business asset. And now the business asset is back to being a multimillion-dollar machine asset that will keep making us money for years and years to come.

So, my thoughts about the breadwinner, the thought leader, and the asset, I am going to share all of them. This is like a small little taste of what I'm going to be doing for the next month for my entrepreneur coaches in my membership. I'm going to be giving them all of my thoughts about all three. There's also one thought that I have that is a throughline for all three of these identities, which is why I'm teaching them all together. If you're like, wait, how does the thought leader and how does the asset, how do they come together? There's one thought that will change everything for you in your business.

I'm going to share that in the program. I'm going to do the live Q&A with Neil. And we're going to do this work. I'm going to coach people one after the other on how they would show up and what would be different if they believed themselves to be the breadwinner, the asset, and the thought leader.

We're going to dive into everything that's making you think that you are not, things that you're afraid to say online, visibility you're afraid to have,

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pressure that you're not managing well. We're going to coach on all of it over and over, person after person.

That's what we're doing in the month of May. So I hope you join us and you start developing these identities for you in your business.

Now, I also said on this live stream that I'm going to announce a really special summer thing that I am doing for everyone that joins during this opening or is already a member.

So if you join the membership, if you go through Balance, which you get access to when you join, you're going to learn about the "and life." I'm going to teach you about the "and life." My "and life" statement is I want to make millions of dollars and help lots, thousands of coaches, and I want to be there for my children. I want to, the feeling of being a stay-at-home mom. I'm going to end this live stream, I'm going to go pick my kid up from school because it means a lot to him, and I love doing it. It's my favorite time of the afternoon.

That's my "and life" statement. And so one of the things I want to do this summer that I've never done before, because now I have a kid in school that will now be off in the summer. And last summer I was pregnant with my daughter and I delivered her through an emergency C-section 10 days early, and I missed half of the summer of being able to take my kid to the pool, and it was like his favorite thing. So for eight weeks, I had to hear my son say, mama, pool water, mama, take me pool water. And I couldn't take him, and it was devastating. It was so, so hard. I get like teary-eyed thinking about it.

So this summer I decided I'm only going to work two days a week. I'm going to put all of my calls on two days, and I'm going to spend the rest of my time with my kid at the pool or at the park or at the zoo or wherever he wants to go. It's going to be a big ask in those two days, but I am a projector in human design. My nose is running because it's so cold in

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Kentucky right now. It's so crazy. It went from like 80 degrees to like 60 degrees. This is what happens in the Midwest.

So I'm working two days a week, and I have just delivered a ton of new content and courses in my membership. I delivered the first Identity Series, Balance, Creating New Beliefs, and we're about to deliver the next Identity Series.

And then in the fall, we are doing three courses from the fall, like from August to the end of the year, we're doing three new courses that are, if you haven't signed up by then, you will be signed up now. I can promise you. If you're a coach, you're going to be like, holy shit, she's reading my mind. She knows I need this. The first part of this year has been laying the foundation. The second half of the year is going to be like getting into the meat of it.

So I really want everyone to feel caught up. I don't want anyone to feel behind. I want everyone to feel really prepared for the fall because I'm going to drop some like really good shit. Really good courses. So I want to give everybody plenty of time to catch up on anything they felt like they missed and I want to give people time to be able to come and get a lot of coaching. Like coaching on all of these topics. I told my membership students that what's going to happen is like when I teach these individually, sometimes you're like, how does this tie into this and to this and to this?

But when we coach open coaching style, what happens is you start to see the through lines of everything and you're like, oh my God, this ties into balance. This ties into creating new beliefs. Oh my God, this is capacity work. Oh, this is what she means when she's talking about service. Oh, this is what she means by this. It's going to all tie in together when we're able to tackle a ton of topics all at the same time and overall, like how you do one thing is how you do everything and create, increase your effectiveness as an entrepreneur, as a coach, as a leader, as an asset, as a breadwinner, as a thought leader. That's our goal.

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So for June and July, we're just going to do open Entrepreneur Coach coaching. Any coaching that comes up as an entrepreneur coach, anything we've covered in the membership, or if you were a part of my original Entrepreneur Series, anything that we've covered from the Entrepreneur Series or the Entrepreneur membership, you can get coaching on. And we're just going to jam out for every single call.

And as part of my desire for you all to be caught up, whether you're a current member or you haven't become a member yet, part of that desire to catch you all up and to give you guys everything you need, because my ultimate desire is like in 2027, everything I think that is important to become an entrepreneur coach, I want to be available on demand and then we're just coaching like crazy and then I'm adding new things here and there. But really, my desire is that you have access to what you need when you need it, not that you consume everything and get to a point where you're overwhelmed.

The goal is not to overwhelm yourself, it's to use what you need when you need it, whether it's a call a day, a call a week, a call every two weeks, or a call a month. I'm in programs all the time where I check in once a month, but that one month I make way more than what I'm investing in my business and implementing that coaching that I got.

So it's not about consuming everything. That's not what I mean by getting caught up. It's like, if you wanted to deep dive into Creating New Beliefs, if you really wanted to master Balance, if you wanted to dive into Capacity Work, you could. So as of now, what's available in the membership when you join, you get Return on Investment. It's my suggestion, it's the first thing I recommend going through other than coming to a live call, is go through Return on Investment and learn my process for creating an ROI plan, and learn the ROI method to get bigger returns on all coaching investments that you make from this moment forward, including the membership.

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So you get access to that right away. You also get access to Balance, you get access to Creating New Beliefs, and you get access to The Identity Series. The past, every identity call we do, the ones we did in January, the ones we do in May. That's what you get.

Next year, I'm going to redo the entrepreneur series courses live. I'm going to teach them from different angles. So next year, we will do Capacity Work, Served, and Alive. Next year, 2027. I'm going to do them from different angles and add things to them. But for my summer, I'm calling this like the summer series because we're doing open coaching in June and July, I am doing a limited summer drop.

What that means is that this drop will not be available if you join in the fall. If you join past, no, May 7th is when we close this current enrollment. So we're open now, we close May 7th, which is our first Identity Series call on the breadwinner. If you join now or you're already a member, in May, I'm going to also drop, on May 7th, we're also going to drop Capacity Work. So you're going to get that included as well. It'll stay in your member portal from this moment on. In June, we're going to drop Alive.

And in July, we're going to drop Served. And so if you are a member starting in May and you stay with us, you don't drop out and come back, you stay with us, the summer drop will stay in your member portal indefinitely.

We will not be doing another opening in June and July. So you will have to join us this week to get the summer drop, which is the three extra courses. You don't need to take all of them all at once, by any means. Do not do that. You don't need to do them. They're extensive courses. I built them for transformation, not for easy consumption. It's like, I want you to actually transform your capacity. I want you to actually transform the way that you feel when you're out there marketing and selling. I want you to actually transform how you engage with obstacles and hardships in your life.

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So these are immersive courses, but they'll be there for you when you need them. Even if it's one call. You don't even have to do the whole course. Like I just need extra capacity today. So I'm going to turn on Stacey's capacity call, and I'm going to listen for 20 minutes until I feel like my capacity is increasing, and then I'm going to go do my work. That's what I'm going to teach you how to do that in ROI, how to not just like endlessly consume, but actually use coaching, okay?

But you will get access to them when you join and become a member this month right now. So, now for \$297 a month, you will get Capacity Work, then you will get Alive, then you'll get Served. You will also have ROI, you will have The Identity Series, you will have Balance, and you will have Creating New Beliefs. And you can tap into any of them whenever you want, or you can go through the whole thing and binge, up to you. And you will keep that as long as you're a member for \$297 a month.

So you can comment ECM if you are not a member and you would like more information, it'll take you to the whole page. And if you are a member, just tell me you're in and you're so excited to be a part of it.

And then we will do open coaching. So I'm like so excited to see everything that comes up in a two-month period from all of those topics and to be able to show you the throughlines and how they tie into each other and to talk about things that maybe didn't make it into the trainings and to just really deep dive.

And my goal is that you are also able to use your time in the summer because maybe you want to also spend time with your kids, that you're able to use, not consume, use the things I'm teaching, especially Capacity Work, which is why we're starting first with Capacity Work. You're able to use these things to be more effective in the time that you are working during the summer, even if it's less time working.

I want you to imagine if this summer you are able to work less and be with your kids or travel and do what you want to do and you get better results

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than you've been getting even this spring. Better results with the time that you are using. Like this is my expertise. I get more done in one day than I think people get done sometimes in a month. I'm very productive, but it's because of my mindset in all of these different areas. And so I'm just going to coach you up like crazy on everything that isn't giving you life, isn't giving you energy, isn't having you served and connected, isn't helping you create the business and the revenue that you want to be creating.

All right, comment ECM for the link, send this to anyone who needs to hear it. I would love to have you for the next identity series. And I will talk to you all soon. I love you all. Bye.

Hey, if you're ready to make money as a life coach, I want to invite you to join my 2k for 2k program; where you're going to make your first \$2,000 the hardest part using my simple five-step formula for getting consults and closing new clients. Just head over to [StaceyBoehman.com/2Kfor2K](https://StaceyBoehman.com/2Kfor2K). We'll see you inside.